



## **Business-Experience-Technology (BXT): Digital transformations using both halves of the brain**

Rob Cain, PricewaterhouseCoopers

Thursday, September 21 @ 5:00 pm in 131 DeBartolo

Mr. McCain will talk about how In today's digital age, every major challenge companies face has 3 critically important lenses that must be aligned the right way in order to help usher them into true innovation & industry disruption: The Business, Experience, & Technology.

*Rob Cain leads the US Technology Consulting Practice for PwC's Consumer Markets Group. He holds an undergraduate degree from Notre Dame and an MBA from Minnesota.*

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This talk is part of the **CDT Fall Speakers Series**,  
where technology professionals talk about their careers and experiences